

BUILT FOR YOUR BUDGET



**A DEVELOPMENT HOUSE
WITH MANY VARIATIONS**

QUALITY IS A SIMPLE THING

Stressing the essentials gives
better value and lasting style.

by W. D. Riddle, *architect*, and M. J. Fishman, *builder*

THE basic aim of the Revere Quality House Institute is to stimulate the construction of high-quality houses in the moderate price range. Sounds impossible, doesn't it? Everybody knows that you get what you pay for—that better things have a way of costing more money. But when you get down to work on the problem, you find that it has many interesting solutions—as some of the Institute's other architect-and-builder teams have already shown in their houses.

And now it is our turn to present what we believe is the solution: the best answer to the problem of quality construction at reasonable cost. We say, simplify—simplify both your plan and your construction methods.

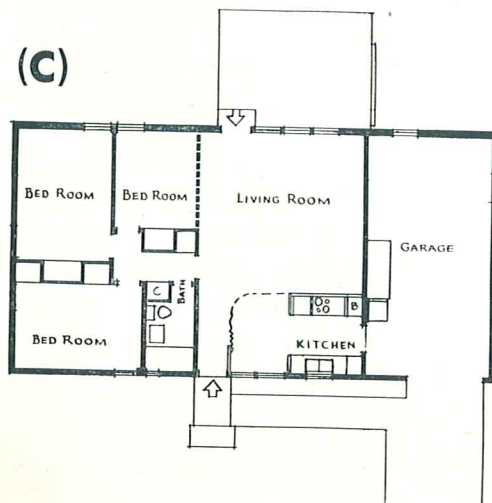
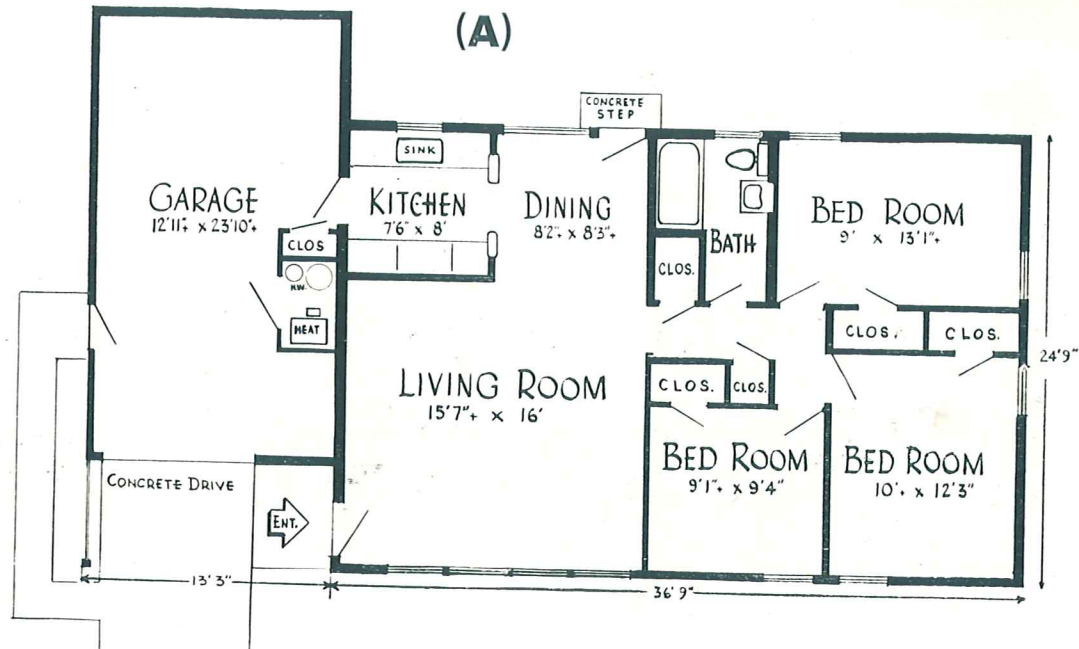
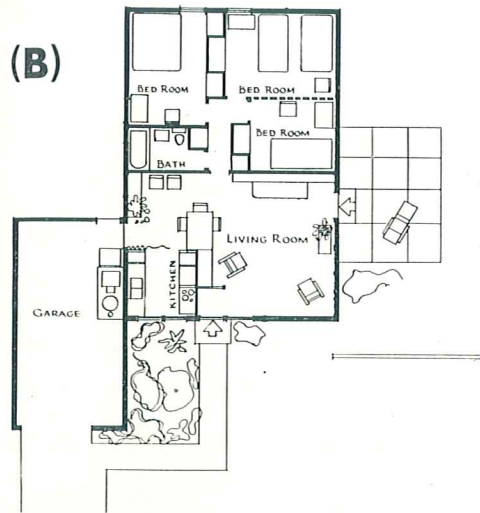
Any woman who has ever bought a good dress can tell you why that's the answer. Quality is always the simple thing. A good dress doesn't have a lot of extras hanging on it. It has just the essentials, but done well—and put together right. The same thing goes for a house. Leaving things out—unnecessary partitions and doors, small window panes, ornamental bric-a-brac, etc.—not only gives you the feeling of more space, but also increases the livability of the house. And such a house is easier and therefore less expensive to build. So you can put the money saved into quality materials and construction, and you have a house of



Sliding draperies cover the picture-window wall of the living room. Door in the far corner is the front entrance to the house. (See arrow in lower left corner of plan "A".)

lasting value with a basic style that will not be soon outmoded.

The first thing we did was to decide on a simple rectangular plan. In all the variations of the house, this rectangle is 24 feet wide, thus allowing mass production of the pre-assembled roof. But most important is that trusses, resting on the side walls, support the roof without the need for help from any load-bearing walls inside the house. (Had we made our house wider, that would not have been practical.) This not only made the interior walls and partitions less expensive to build, but allowed us to locate them wherever



These three variations of the basic plan show how easily the location of the garage and arrangement of rooms can be changed. This permits the house to fit on different shaped lots or to face in different directions to avoid monotony in a large-scale development. The house shown in this booklet (plan A) is one of 44 under construction. The builder plans to erect a total of 800 in the Cleveland area. The dotted lines in plans B and C show walls that may be omitted in any of the houses. Movable screens are substituted.



Another view of the living room, this time with the curtains drawn. The large Thermopane windows are paid for in large part with money saved by leaving off the usual ornamental shutters.

we wished. This was important when we started varying the orientation of the house, as can be seen in the difference between plans "B" and "C" on page 3.

In all the houses, a space 17 feet by 24 feet is divided into cooking, living and eating areas by one partition around the kitchen. Kitchen cabinets are built in, and a 10-inch ventilation fan has been installed in the kitchen wall not only for comfort, but to keep cooking odors out of the house. Virtually complete kitchen and laundry equipment includes an electric garbage disposal unit and Laundromat.

By simply switching the location of the kitchen (notice in the plans how the garage stays with the kitchen), the living room can be made to open on either side or the end of the house.

This same simplicity and flexibility applies to the sleeping area of the house. There are three bedrooms, one for a double bed, one for twin beds, and one for a single bed. The two partitions dividing this space are pre-assembled storage cabinets moved in after the outside walls were finished. By omitting one of these units, two bedrooms can be thrown together as a nursery. And the unit can be installed again when the need for more privacy arises. Or if you desire, you can have a folding wall between the smaller bedroom and the living area for occasions when extra living space is needed. These units provide one closet for the master bedroom,



The dining area also has a picture window. The door next to it goes to the terrace, while the hallway at right leads to the bedrooms. Kitchen is behind wall at left.

one each in the other bedrooms, a linen and a guest closet. They have cabinet styled doors, double ones for the larger closets.

Finally, there is the garage. Although usually neglected, we have done our best to utilize it to increase the living space of the house. As it is 24 feet long, it provides a great deal of storage space, as well as making room for the laundry, which is installed next to the kitchen door, and the furnace and hot water heater, which are surrounded

by an asbestos-cement partition. But the important thing is that the garage is heated, just as the rest of the house, by radiant panel heating in the floor slab. And the walls and ceiling are plastered and finished. Thus, when the car is out, this space can be used as a drying area, a rumpus room for parties, or an easily supervised play area for the children—especially on rainy days.

The outstanding point about the design of these houses is that variation has been

achieved without sacrificing the economies of mass production. Actually they all use the same floor plan, yet by switching the rooms around and varying the location of the garage, both individuality and privacy are secured. It is a quality house of lasting value that can be built and sold in the moderate-price range. **BUILT FOR YOUR BUDGET**, these houses are located in the Ridgewood Park Subdivision, Parma Heights, just outside of Cleveland, Ohio.

This bedroom is separated from the living room by a permanent wall. A folding partition can be substituted—thus adding this room to the living room area.



Using a folding bed in this corner bedroom adds this room to the living space of the house, rather than leaving it unused through the hours when one is not sleeping.



QUALITY CONSTRUCTION

It pays off in freedom from repairs
and stability of your investment.

ONE of the primary purposes of the Revere Quality House Institute is the creation of quality standards in materials and construction. To that end, the architect and builder teams that build Institute houses keep detailed records of the materials that go into the houses. Here are some of the noteworthy features of this house, as submitted by the builder. Their total cost is about \$1,600—or a shade more than 10% of the cost of the house. (It was built to sell for just under \$14,000, including lot.) In freedom from maintenance costs and repairs, and in continuing value of your investment, they are worth far more than their nominal cost.

QUALITY FEATURES


Stainless Steel sink top
10" kitchen vent fan
Radiant panel heat (copper tube)

Same heating system in garage
Thermopane glass (see below)
Baked enamel steel storm windows
Copper plumbing (see below)
Chrome bathroom accessories
Shower over tub

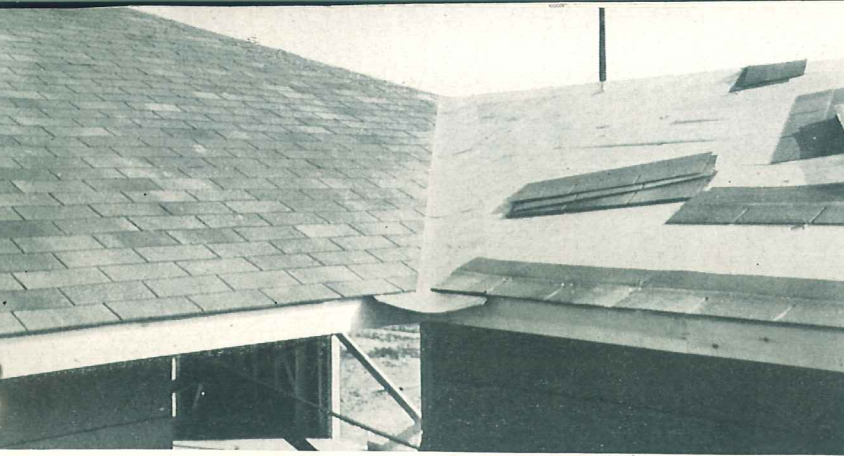
THE USUAL

Linoleum
None
Hot air (most often used by this builder)

None
Single pane
None
Rustable metals
Porcelain or none
None (in this price house)



Simplicity of design pays off in quality: leaving out the kitchen door paid for the exhaust fan in the kitchen. Door at end of kitchen opens into the combination garage, storage and play area.



Where two roof surfaces intersect to form a valley, leaks could develop unless the joint is sealed by means of flashing. Revere Home Flashing—specially engineered sheet copper — insures lasting protection, which inferior materials can't provide.

Although it is somewhat sheltered by the edge of the higher level of the roof, this joint, too, is an important one. Here Revere Home Flashing has again been used to seal out seepage that could ruin interior walls and lead to rotting beams.

QUALITY FEATURES

Steel or plastic tile
Dutch Boy & Moleta paints
Plastered garage walls & ceiling
Birch Hardwood flush doors
Overhead door on garage
Trees as part of landscaping
Solid brass hardware
Cast iron boiler
Copper valleys and flashing
(see below)
Wire mesh in floor slab
Concrete slab driveway
Automatic Home Laundry
Garbage Disposal Unit
Copper Downspouts

THE USUAL

None, or linoleum or other
cheaper substitute
Cheaper brands
None
Pine or fir panel doors
Regular doors
Just shrubbery
Steel (rustable)
Sheet steel furnace
Paper or rustable metal
None
Gravel
None
None
Galvanized iron

GLAZING—All double hung windows and glazed doors are made with double-strength "A" quality glass. ("B" quality is usually used.) The fixed sash—that is, the large windows in the living and dining rooms—are set with Thermopane. This is a factory-made product consisting of two panes of glass with an air space between them. The air is sealed in and dehydrated so that mist cannot form and dust cannot collect inside the panes. This layer of air serves as insulation and makes possible large window areas in northern climates without excessive heat loss of single pane windows. Steaming and frosting are avoided due to higher temperature of the room-side glass surface.

FLOORING—When the heating system is incorporated in a concrete slab floor, that slab must be insulated to keep heat in as well as to keep moisture out. In this house the heat insulation is done by running strips of standard insulation board around the outside edge of the slab. For an unusually fine vapor seal, two layers of tar paper have been laid over the eight inches of slag that underlie the slab. One layer of tar paper runs lengthwise the other crosswise, and the separate strips have been sealed with tar.

Excessive heat loss through large window areas can be avoided by use of Thermopane, here being installed. It is two sheets of glass separated by a layer of dehydrated air and sealed around the edges at the factory.

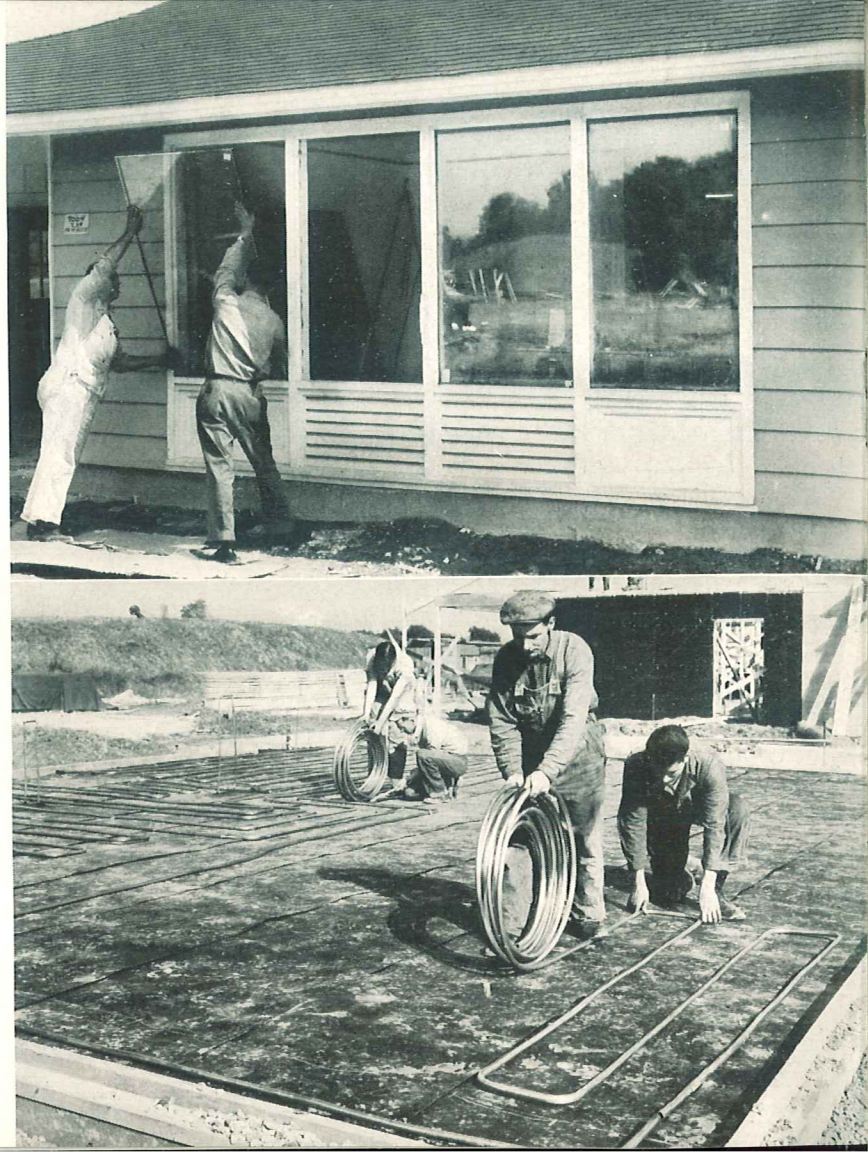
HEATING—This house is heated by circulating hot water through copper water tube embedded in the concrete floor slab. The furnace is gas-fired. However, this installation goes further than a conventional radiant panel heating system, as it has been broken down into zones to correspond to the room arrangement. Each zone can be turned on or off by a valve at the central manifold—the result being a more adaptable heating system and making possible a saving on fuel.

ROOFING—The roof sheathing is made of $\frac{1}{2}$ inch plywood, laid tight and well nailed on every bearing. This is covered with asphalt shingles of the best grade and laid in strict accordance with the manufacturer's instructions.

FLASHING—All flashing, both in the roof and around the windows of the house is of sheet copper—specifically, the Revere Home Flashing System. This is a new advance in weather protection developed by Revere research. It provides a specially tempered pure sheet copper engineered for the needs of moderate priced homes. Installation is in accordance with techniques especially worked out for the Revere Home Flashing System which, for the first time, brings the matchless advantages of copper within reach of millions of home-owners.

PLUMBING—All interior hot and cold water lines, as well as the service line leading in from the water main, are of Revere Copper Water Tube. All exposed supplies, traps and wastes in furnished rooms are of heavy, chrome-plated brass. The hot water is furnished by a thermostatically-controlled, insulated hot water heater using a gas flame on a copper coil and having a storage tank of not less than 30 gallons' capacity.

Revere Copper Water Tube being rolled and laid on the floor slab to form a radiant panel heating system. Concrete will then be poured over it to embed the tube. Use of non-rusting Revere Tube insures free flow of water, long life, and utmost protection against leaks.



WHERE CREDIT IS DUE

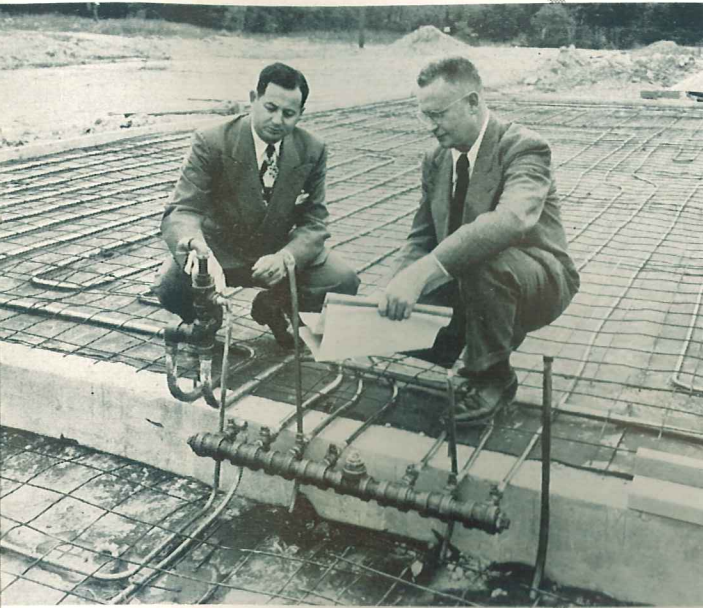
TWO men make up the team responsible for the Revere Quality House in Parma Heights, Ohio. They are W. D. Riddle, architect, and M. J. Fishman, builder.

ARCHITECT RIDDLE was graduated from Ohio State University's College of Architecture, did post graduate work at Columbia University and traveled in Europe. He then worked for building contractors to gain practical experience and has been employed in the offices of leading architects in New York and Ohio. He is at present staff architect for the General Electric Lighting Institute, Nela Park, Cleveland, Ohio, and has designed a number of small homes that have been featured in national magazines.

He says, "We may well be moving into a great period in architectural history. For such periods are marked by an eagerness to use the total available knowledge of structure, material and methods. On the other hand, the decadent periods have been marked by a willingness to copy and imitate." Of his Institute house, he remarks, "Simplicity is an important quality which goes hand in hand with economy and value. It makes for great savings in both material and labor."

BUILDER FISHMAN expressed similar goals from the merchant builder's point of view when he wrote, "I believe that quality should not be sacrificed for price in the construction of homes. However, I believe lower prices can be obtained *with quality* through mass buying, mass production and by employing every type of labor saving device."

Mr. Fishman is a Cum Laude graduate of Ohio State University (B.S.) and has been in the residential building field for ten years, having built over 1,000 homes in the Greater Cleveland area. He is present president of the Home Builders Association and an officer of its Cleveland chapter. He was the first builder in Cleveland to employ power tools and a shop on the site for the mass production of medium-priced homes—as well as the first to use radiant panel heating in a large development.



Architect Riddle holds a blueprint as Builder Fishman checks a detail of the heating system. The manifold in the foreground distributes hot water to various zones of the radiant panel heating system.

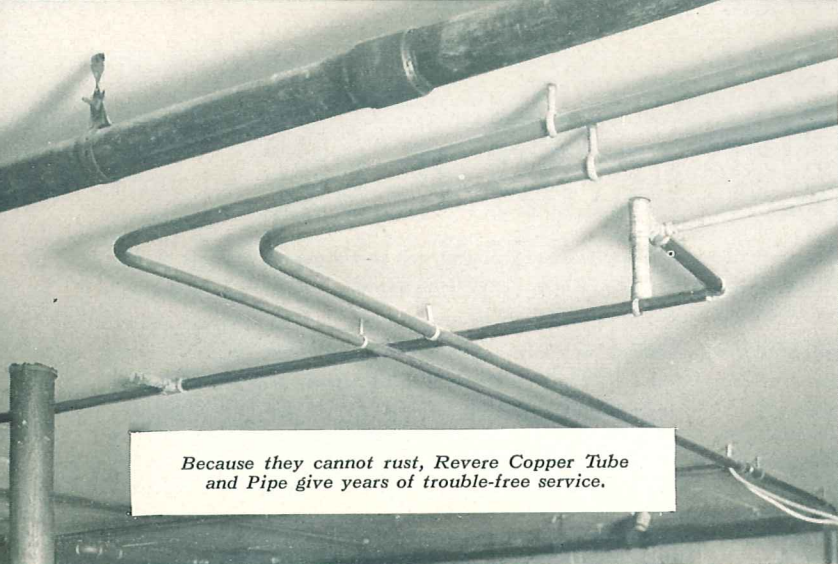
A BETTER HO

COPPER FLASHING—Seals the vital joints of your house lastingly against the elements, prevents rotted beams and ruined ceilings and walls. Only Revere offers you the Revere Home Flashing System—a simplified, highly economical method of weather-sealing that features pre-cut sheets of specially tempered Revere copper, engineered for the needs of smaller homes and farms.


GUTTERS AND DOWNSPOUTS—Prevent rain water from streaking the walls, seeping through brickwork, framing and masonry—ruining flower beds and finding its way into your cellar. While other metals rust and must be replaced, a roof drainage system of Revere Sheet Copper will last as long as the building. And it's cheaper in the long run—because it requires no maintenance. First cost is last cost!

COPPER PIPING—Because it cannot rust, Copper Water Tube or Red Brass Pipe will give years of trouble-free service. Your water will be sparkling clear, and the flow will not diminish through the years.

COPPER HOT WATER TANKS—Rusty hot water is the housewife's despair. The way to prevent it is to install a hot water storage tank or heater made of Revere Copper or Revere Herculoy (a Silicon-Copper alloy with the strength of steel). In that way you can be sure of clear hot water at all times. And replacement costs cannot hang over your head.



Because they cannot rust, Revere Copper Tube and Pipe give years of trouble-free service.



This ceiling installation of radiant panel heating makes efficient use of Revere Copper Tube.

USE FOR YOU

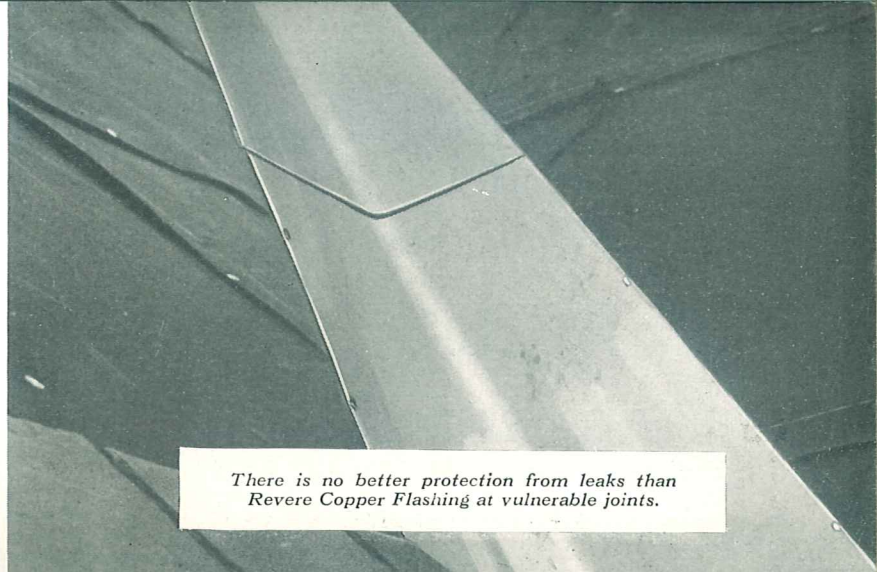
COPPER HEATING LINES—The advantages of Copper Water Tube for water supply piping apply with equal force to heating installations. Because Copper Water Tube never rusts, its carrying capacity remains the same indefinitely. And that results in a definite saving because you do not need to use oversize pipe or dirt pockets. Pipe coverings can also be lighter because copper piping is smaller in diameter and does not radiate as much heat as iron or steel pipe. Installation cost is kept low because copper water tube is easily bent and because joints are made with economical solder-type or compression fittings.

Here are just a few of the other places in which the special qualities of copper and its alloys can serve you well: rustproof bronze windows; small but efficient copper radiators or convectors and radiant panel heating installations; bronze or copper window screening; copper or bronze weather-strip; permanent, handsome hardware; lighting fixtures; plumbing fixtures; and in many decorative ways—such as hammered copper hoods for fireplaces and built-in window boxes.

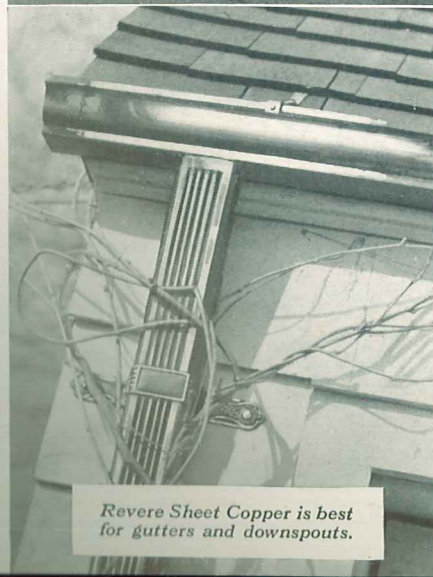
In addition, Revere produces aluminum thresholds, architectural moldings and shapes for window frames and screens.

The use of Revere building products of copper, brass, bronze or aluminum makes a house a healthy house. Their use is truly a sign of quality construction.

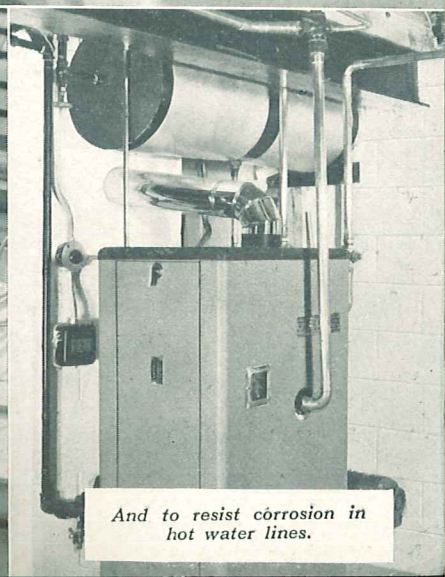
For further information about Revere building products, write Revere Copper and Brass Incorporated, 230 Park Ave., New York 17, N. Y.



There is no better protection from leaks than Revere Copper Flashing at vulnerable joints.



Revere Sheet Copper is best for gutters and downspouts.



And to resist corrosion in hot water lines.

REVERE QUALITY HOUSE BUILT IN CLEVELAND, OHIO

This is the story of the SIXTH house to be built under the auspices of the Revere Quality House Institute. It is another step in the Institute's program to determine how much real quality and happy living can be built into a small home designed to sell at a moderate price. As many houses are being built—and the work of the Institute widely publicized—the result will be the creation of tested *standards of value* for houses. With these standards to guide you, you will be better able to judge the value of the house you buy. This house was designed to sell for less than \$14,000, including land.

The Institute—a non-profit organization operated under the independent direction of a leading American architect—is sponsored by Revere Copper and Brass Incorporated and "The Architectural Forum", a publication of authority and leadership in the field of contemporary housing.

Under the terms of its agreement with the Insti-

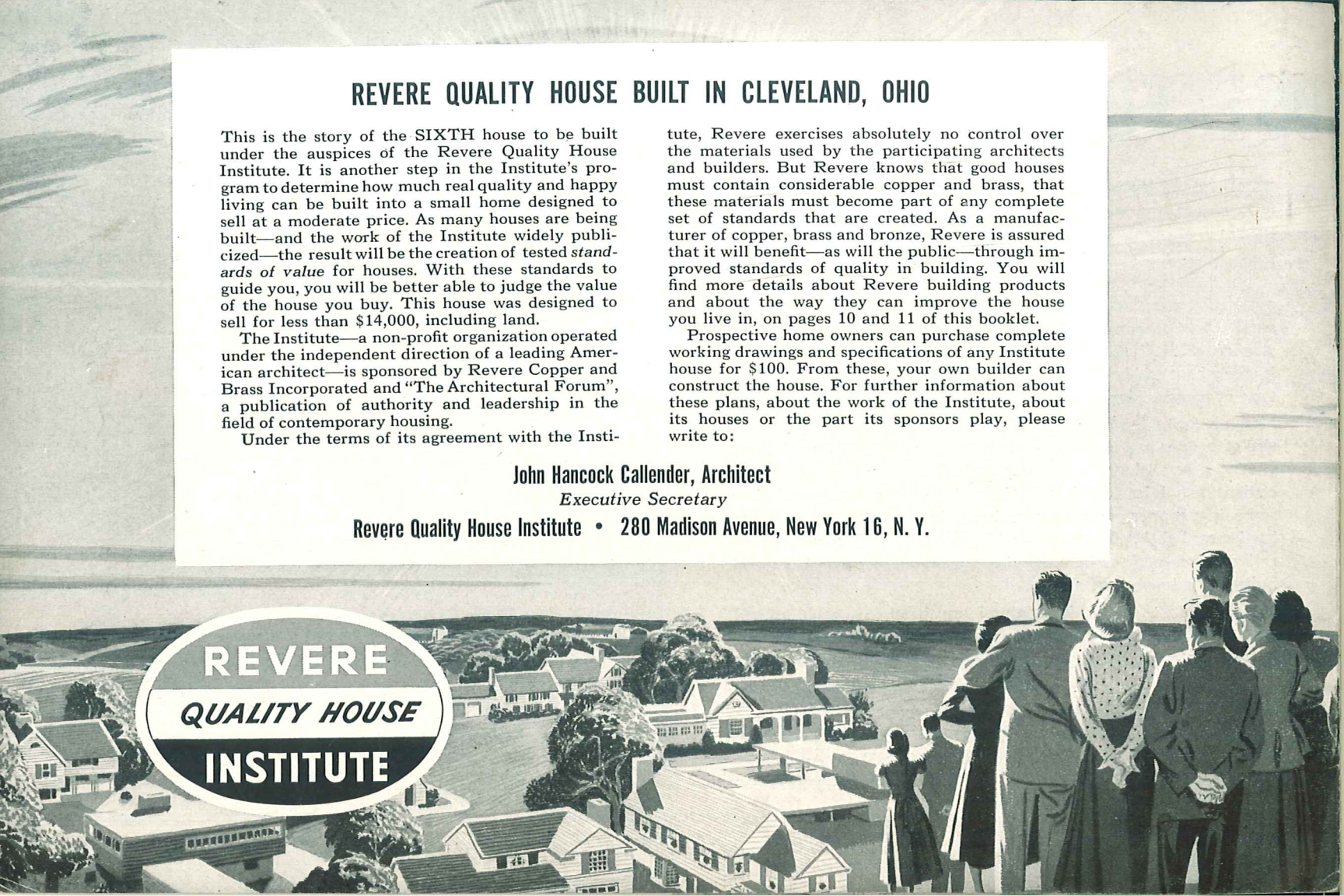
tute, Revere exercises absolutely no control over the materials used by the participating architects and builders. But Revere knows that good houses must contain considerable copper and brass, that these materials must become part of any complete set of standards that are created. As a manufacturer of copper, brass and bronze, Revere is assured that it will benefit—as will the public—through improved standards of quality in building. You will find more details about Revere building products and about the way they can improve the house you live in, on pages 10 and 11 of this booklet.

Prospective home owners can purchase complete working drawings and specifications of any Institute house for \$100. From these, your own builder can construct the house. For further information about these plans, about the work of the Institute, about its houses or the part its sponsors play, please write to:

John Hancock Callender, Architect

Executive Secretary

Revere Quality House Institute • 280 Madison Avenue, New York 16, N. Y.



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